

# Sales Overview

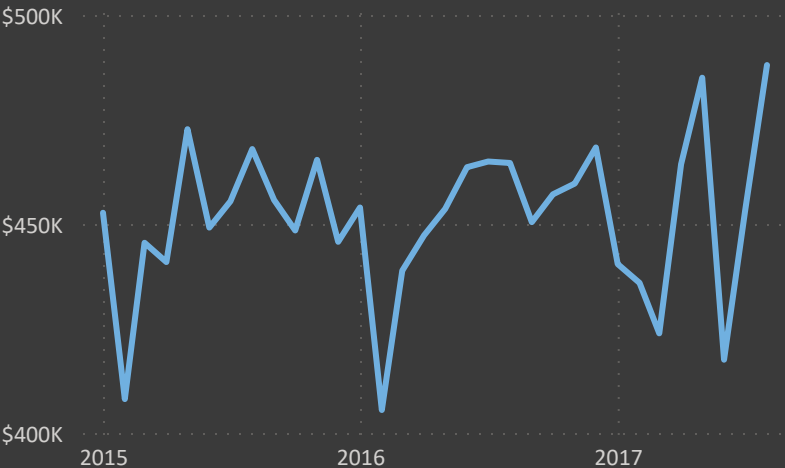
\$14,4M  
Sales

24,4K  
Orders

10,74K  
Customers

\$178  
Avg. Order Value

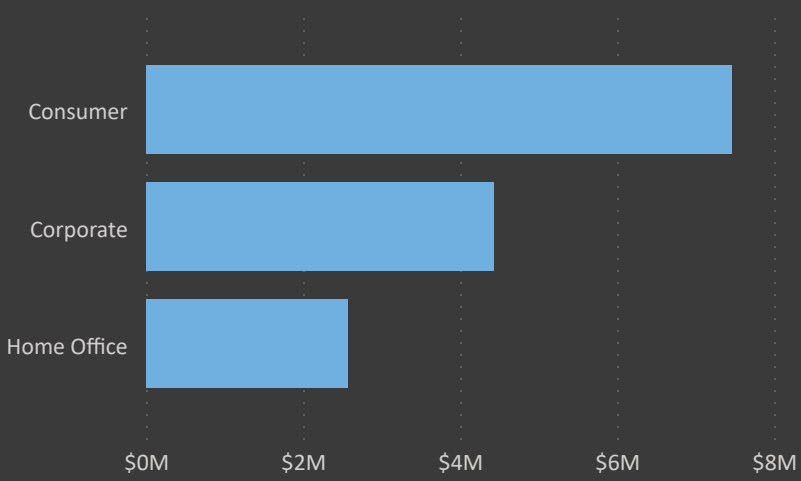
Monthly Sales



Sales by Department

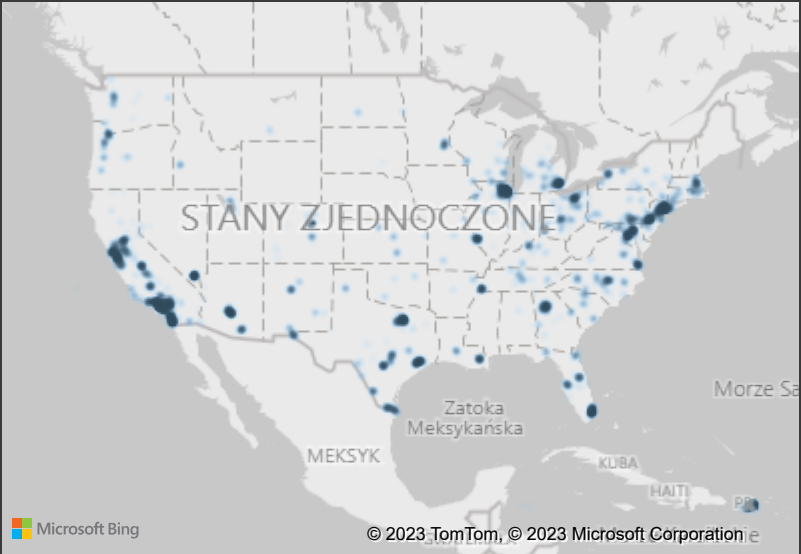


Sales by Customer Segment



Category Name	Sales	Orders	Customers	Avg. Order Value w. Discount	Avg. Order Discount	Avg. Profit per Order
Fishing	\$2 915K	7289	4999	\$359,31	\$40,67	\$44,12
Cleats	\$1 868K	10330	6219	\$162,52	\$18,28	\$20,76
Camping & Hiking	\$1 738K	5794	4227	\$269,07	\$30,91	\$31,37
Cardio Equipment	\$1 578K	5324	4048	\$265,93	\$30,47	\$32,30
Women's Apparel	\$1 345K	9005	5717	\$134,23	\$15,12	\$17,23
Water Sports	\$1 293K	6466	4544	\$179,77	\$20,22	\$21,13
Men's Footwear	\$1 237K	9518	5940	\$116,78	\$13,21	\$13,51
Indoor/Outdoor Games	\$1 220K	8181	5353	\$134,09	\$14,98	\$15,81
Shop By Sport	\$550K	4654	3637	\$106,14	\$12,15	\$11,48
Electronics	\$161K	1341	1237	\$107,87	\$12,31	\$10,32
Girls' Apparel	\$63K	518	507	\$110,07	\$12,10	\$16,93
Accessories	\$59K	799	760	\$66,31	\$7,72	\$8,72
Golf Shoes	\$47K	230	226	\$182,78	\$21,92	\$17,22
Total	\$14 444K	72915	10744	\$177,93	\$20,16	\$21,51

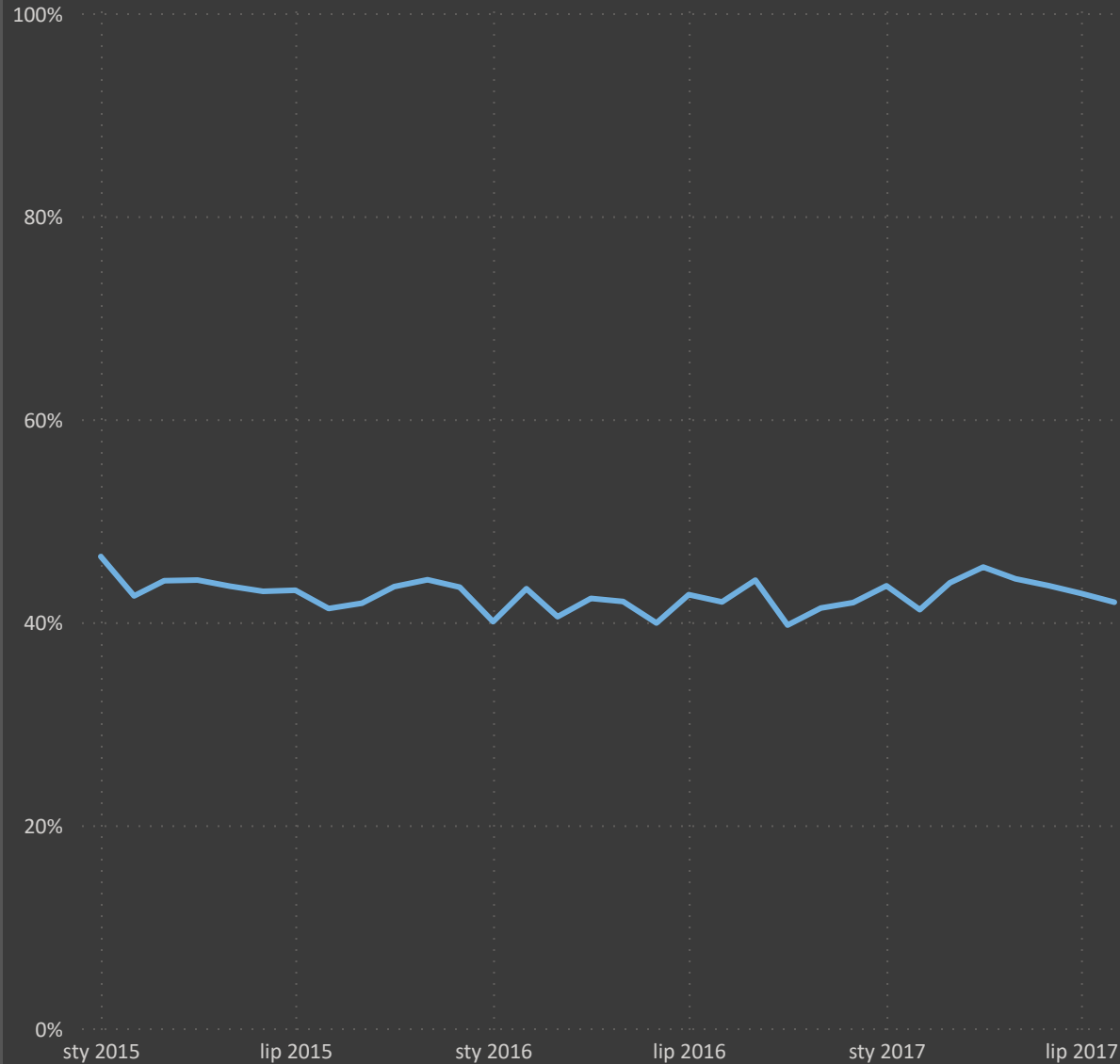
Sales by Location



# On-Time Shipments

43%  
On-Time Percentage

On-Time Percentage by Month



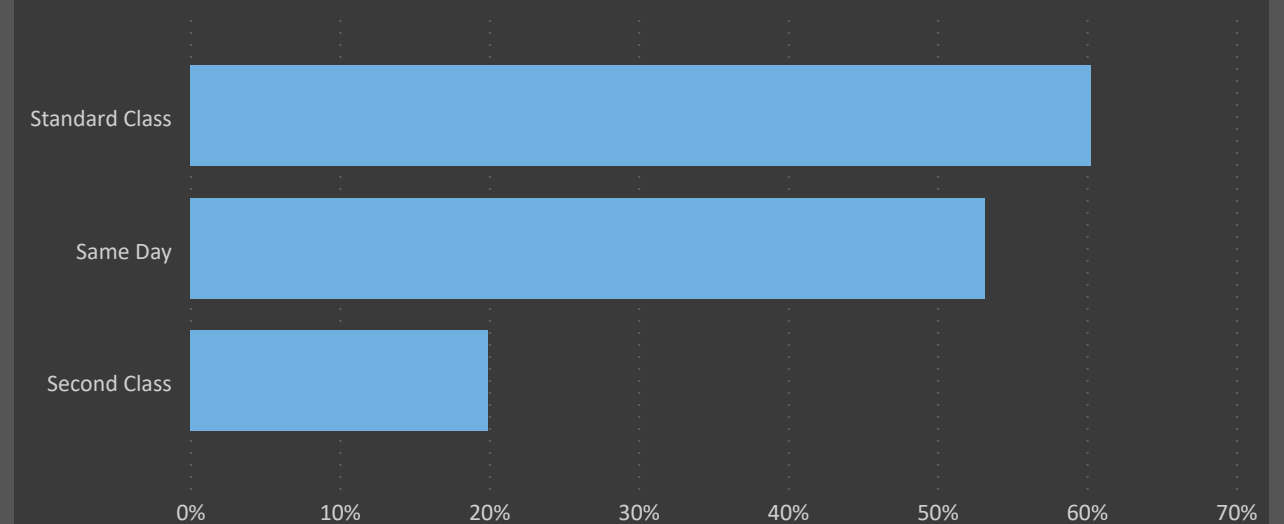
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Median of Shipping Delay Days

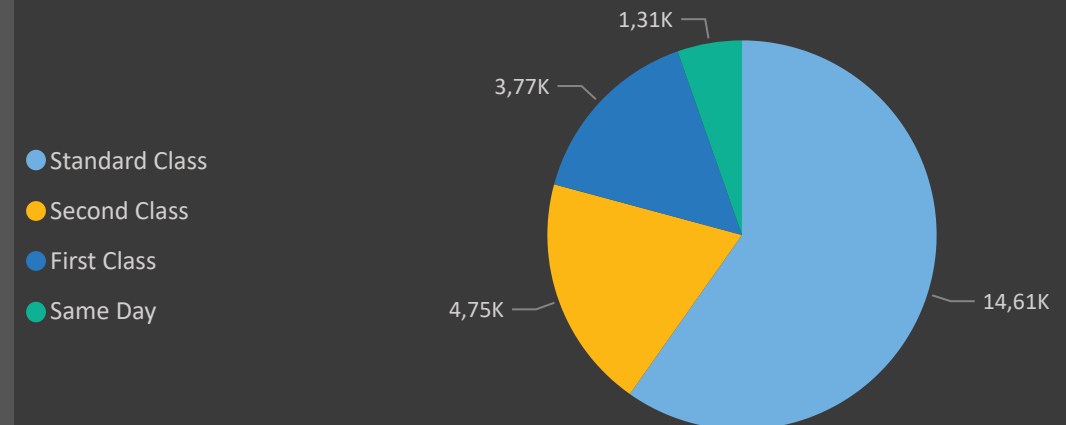
1,6

Average of Shipping Delay Days

On-Time Percentage by Shipping Mode



Number of Orders by Shipping Mode



# Data Validation

Data after August 2017 seems corrupted and needs further investigation. As can be seen in the graph and the table, there is a huge drop in Sales starting from November. After investigating it came that in fact number of orders increased, but Orders per Item ratio went down from standard slightly above 2 in each month to 1 starting from October. It indicates missing lines in the data. As a precaution, Seotember data was not included in other dashboards as well.

Year	Sales	Orders	Products	Avg. Products per Order
2017	\$1 965 027	4332	7491	1,71
January	\$440 413	764	2255	2,23
September	\$529 715	784	2378	2,00
October	\$490 513	921	995	1,14
November	\$279 148	925	925	1,00
December	\$225 239	938	938	1,00
2018	\$149 504	956	956	1,00
January	\$149 504	956	956	1,00
Total	\$2 114 531	5288	8447	1,63

Sales and Average Items per Order

